

Eat Smart. Play Hard.TM **Working to Make America's Children Healthier**



American children and adults are increasingly overweight due to poor eating and physical activity behaviors. This puts them at a higher risk for heart disease, type 2 diabetes, stroke and certain kinds of cancers.

USDA's Eat Smart. Play Hard.TM Campaign is working to make America's children healthier by giving parents, children and the community the tools and information to make a difference in their lives. The Campaign provides practical suggestions that can help motivate children, parents, and other caregivers to eat healthy and be physically active everyday.

Characters create excitement and fun for kids as they learn about healthy lifestyle behaviors. USDA recently unveiled the rejuvenated Power PantherTM and his **new** nephew Slurp to show kids and their families how to eat smart and play hard by following the MyPyramid for Kids messages.

Power PantherTM and SlurpTM serve as guides to motivate kids and demonstrate healthy behaviors in the newly released resources including web sites designed just for them. Kids can experience a variety of healthy practices and build their skills in making choices in a community environment that makes healthy selections easy. The kids' web site allows them to try recipes at the Eat Smart Café; to experience the adventures of Power PantherTM at the Library by reading the new comic strips "Power Panther's Transformation" and "Change is Good." Kids will love sending Power PantherTM e-cards to their friends from the Post Office and playing the cool on line games at the Arcade while learning about food and physical activity. They will also enjoy the songs, activity sheets and screensavers that can be downloaded. The kids' website is linked to other appropriate websites that promote physical activity and healthy eating.



The parents' web site connects them with tools and resources they need to support a healthy lifestyle including sample family menus and recipes for great tasting, low cost nutritious meals and snacks. The site offers tips and strategies for parents to tackle the tough questions of how to get kids to eat fruits and vegetables and be more physically active every day including ideas for activities that parents and kids can do together.

Nutrition professionals and educators can access new and updated resources at the Eat Smart. Play Hard.TM site for Professionals. Educators can download the interactive Power Plan lessons, public service announcements, music and songs, tip sheets, new Power PantherTM and SlurpTM clip art, photos, and "Bright Ideas" for using the materials in nutrition education activities and events. They will also find guidelines and procedures on how to borrow a Power PantherTM costume and to make him come alive at events with ready to go talking points to use in introducing these characters. Many resource are available both English and Spanish.

Together these websites provide easy to do activities and suggestions to empower children and families practice healthy eating and physical activity behaviors. The website also provides the tools and information needed for State and local communities to implement a comprehensive campaign for parents and kids. Power PantherTM and SlurpTM are ready to show everyone how to eat smart and play hard every day. For more information, visit the Eat Smart. Play Hard.TM website at: www.fns.usda.gov/Eatsmartplayhard/. Also visit the other FNS Nutrition websites at: www.fns.usda.gov/nutritionlink/ and www.mypyramid.gov/. Resources on the web page are downloadable.

